

Inside MyWOT

Current WOT News

"Word of Mouth" is the oldest form of advertising. When you believe in something, you naturally tell other people about it and try to convince them to try it for themselves. WOT has grown as a grassroots movement from the very beginning when Sami released it on the Internet and left it for people to find. Since then we have achieved nearly 3 million downloads, and people everywhere are adopting WOT to keep them safer online. Our success is largely attributed to people spreading the word about WOT. In order to publicly recognize our most effective "evangelists" we present the first WOT Publicity awards.

The WOT Publicity award goes to those members who have enthusiastically promoted WOT on their personal or professional blog, social networking sites, through their business or school contacts or using other innovative techniques. The awards can be seen on each person's profile page.

If you would like to suggest someone to receive a Publicity award, please email us at awards@mywot.com. You can read more and comment on our [blog](#).



PUBLICITY
Award 2008

THE WOT PUBLICITY AWARD 2008 RECIPIENTS

[Bill Mullins](#) coined the phrase "people-driven security" when recommending WOT to the readers of his popular blog, [TechThoughts](#). Bill's specialty is in security and system tools, and he frequently shares tips, downloads and software reviews.

[BobJam](#) actively promotes WOT through his participation in various forums and frequently shares his knowledge and advice.

[Bobo2854](#) uses the microblogging site Twitter and his personal page on LiveSpaces to promote WOT.

[Bpvette](#) created a [WOT group on Facebook](#) to increase awareness of Internet threats and how WOT can help protect people.

[Cotojo](#) promotes WOT through his [Free PC Security](#) blog and videos. Colin's goal is to pass on interesting information and links to free programs and utilities that make surfing the net safer and more secure.

[Donnab](#) is a Microsoft MVP and member of the Alliance of Security Analysis & Professionals (ASAP). She has supported WOT through her Internet security forum [Calendar of Updates](#).

[Frank J](#) promotes WOT through his blog [Techjaws](#), a technology news site aimed at the general public and technology enthusiasts.

[FrankZ](#) promotes WOT through his former technology website [PC Buster](#) and his new site [Kixtrix](#). Frank has run WOT awareness campaigns at his school.

[hichez](#) created a youtube [video](#) recommending WOT.

[Luis9955](#) created a youtube [video](#) explaining the WOT addon.

[Marko](#) created a youtube [video](#) that shows how to download and install WOT.

[Reprotected](#) created a youtube [video](#) comparing the WOT addon to SiteAdvisor.

[Sandnsurf](#) is an emergency physician who generally writes about medical subjects. He has recommended WOT through his [blog](#).

[Spacequad](#) promotes WOT through his Spacequad antispam [website](#).

[TechPaul](#) promotes WOT through his [Tech for Everyone](#) blog, where he regularly posts how-tos, tricks and tips and general computing advice.

[YoKenny](#) actively promotes WOT through his participation in various forums.

[wehaveitall](#) created a [WOT Fan blog](#) and a [WOT Google group](#) whose work includes creating a wiki.

Fantastically Creative WOT logo contest winner

Web of Trust is happy to announce the winner of our first Fantastically Creative logo contest. David, aka [G7W](#), presented his thoughtful version of the WOT logo explaining each element. The web in the background represents the WWW; the expressionless faces represent WOT community members rating sites in a fair and unbiased manner; and the handshake represents the trust shared by all WOT members.



winning design of WOT logo contest

David won a US \$100 gift card from Amazon.com.

Read an interview with David on the [WOT FAN Blog](#). Many thanks to Ben, aka [wehaveitall](#), for creating the blog.

Ask WOT

How are ratings and comments related?

When we launched WOT, there was only the possibility to rate sites. In April 2008, we added the WOT scorecard which gave users the ability to leave comments with more detailed information about the site.



How are the two functions related?

Reputation ratings are based on ratings supplied by WOT users and from information obtained from trusted sources such as PhishTank, hpHosts, DNS-BH Malware Domain list and Artists Against 419. WOT calculates the reputation rating and show the results as a traffic-light color-coded icon.

Date	Source	Category	Comment
06/20/2008	racecar_56	Useful, Informative	Awesome addons for firefox 47
04/14/2008	Sami	Useful, Informative	THE site for finding add-ons for Firefox. Each add-on is tes... 31

Comments and Categories

Comments provide WOT users a way to explain more about a site. Comments are categorized, so when you enter a comment you are required to select from one of sixteen categories ranging from “Good site” to “Annoying ads or popups” to “Malicious content, viruses”.

Categories should be seen as a predetermined set of tags. There are only three kinds of categories: good, bad, and neutral. However, they are not a rating system. Comments and categories have no effect on the reputation rating of a website, therefore it is important that you always give the site a rating.

- #### Category
- Good site
 - Useful, informative
 - Entertaining
 - Good customer experience
 - Child friendly
 - Spam
 - Annoying ads or popups
 - Bad customer experience
 - Fraud, scam, phishing
 - Malicious content, viruses
 - Browser exploit
 - Spyware or adware
 - Adult content
 - Hateful, violent or illegal content
 - Useless
 - Other



Golden Rule of WOT

- **First, rate the site**
- **Then, explain more by writing a comment on the WOT scorecard**

Q |

I have reported on numerous dangerous sites by adding a red category and writing comments. Why does the WOT rating still have green circles?

It's great that you have been writing comments and choosing categories because it gives valuable information to other users, but comments and categories don't affect a site's ratings.

To add to a website's reputation rating you must actually choose at least one of the four rating components: Trustworthiness, Vendor reliability, Privacy or Child safety, and click on the colored bars to indicate what you think of the site.



Q |

I presumed that by picking a red category for a site that it would automatically be rated red. But that's not how it works, right?

In the WOT system, reputations are computed from ratings. Comments can be used to explain your reasons for ratings. Simple as that. You shouldn't confuse the two just because you can choose a positive or a negative category for your comment. Remember—in WOT you need to rate the site too—leaving only a comment has no effect on the reputation.

We have added a friendly reminder just in case you forget to make a rating when you add a comment. You can rate one or more of the reputation components, then click **Save**.

If you have made comments in the past, but didn't add a rating, you can go back and do it any time. Just go to your profile page and open **My scorecard comments / Show more**. Click on the link to return to the scorecard and from there click **Edit my rating**. Press **Save** and your ratings will be added to the reputation database.

We are continually improving WOT and many times it's our members who give us the best ideas. In the case of the comments section, our users wanted different ways to respond to a comment being made. Read the next two questions and answers to learn what we have done.



I have read some comments on scorecards that are outright balony and it angers me. But, I think there may be a way to fix it. What if there was a DISagree button?

We hear you! Thanks to the ideas expressed in a discussion on the [WOT forum](#) we have added an **I disagree** button to the WOT scorecard comments.

If you don't agree with a statement being made, you can simply push the **I disagree** button. By taking that action the vote count for the comment decreases. In the same way, when someone agrees with your comment, the vote count increases. Comments with a negative vote count aren't included in the category summary. If the vote count goes low enough, the comment is hidden.



Now that you have the "I disagree" button on the scorecard comments, when it is appropriate to use "Flag this comment for review"?

Use the **Flag this comment for review** button if you notice:

- foul language or obscene content
- threats or harassment
- spamming or advertising
- intentionally harmful advice
- irrelevant comments
- racial, ethnic, gender-based insults or any other personal discriminations
- links to hate, anti-Semitic, racist, pornography, warez, or other illegal sites
- illegal activity



WOT on the Web



WOT user Brett, aka [Bpvette](#), has created a [Facebook group](#) called WOT—Web of Trust to promote safe surfing and raise awareness about online threats. Please join the fun on [Facebook](#) and invite all your friends to join too.



[Cloudeight Stationery](#) has an extensive collection of free email stationery for Outlook and Outlook Express. WOT users know how difficult it can be to find safe wallpaper and smileycons. Cloudeight guarantees their software is spyware, adware, hijacker and pop-up free.



[Information Avenue](#) is a weekly newsletter by Cloudeight that shares Windows tips and tricks and answers to computer questions. It's free to subscribe and comes to your inbox every Saturday. A premium version with information about Internet threats and loads of other features is available as well. Thanks to the editors who have written positive [recommendations for WOT](#) and introduced us to many new users.



Найдётся всё

WOT currently comes in ten different languages: English, Finnish, French, German, Italian, Polish, Portuguese, Russian, Spanish and Swedish. We are pleased to add support to the popular Russian language search engine [Yandex](#). Yandex is Russia's largest search engine and a leading Russian Internet and technology company.



Premier German computer magazine, [PC Welt](#) (PC World) published an article called **Ratgeber: 10 Tipps für ein sicheres System** (Ten Tips for a safe System). WOT is included in the tools to block hackers and malware, and protect your online identity.

WOT Top 10 Lists

Most active users

1.	HJP	21,845
2.	Spacequad	21,438
3.	DiM1319	17,786
4.	Sami	14,384
5.	duckman8	14,323
6.	GACHAG	13,942
7.	Yatti420	13,910
8.	lordpake	13,391
9.	Vednier	13,210
10.	Tokage	12,821

[View the Top 100 active users](#)

Most popular

1.	Google
2.	YouTube
3.	Gmail
4.	Facebook
5.	Yahoo login
6.	Windows Live
7.	Wikipedia
8.	Yahoo
9.	Google.de
10.	MySpace

[View the Top 20,000 sites](#)

Recent comments

- [FaithFreedom](#)
- [WikiHow](#)
- [SafeRuNet](#)
- [The Playhouse](#)
- [Kangen Water Scam](#)
- [Calculators Direct](#)
- [Flash Earth](#)
- [Amateur Match](#)
- [Operation Clambake](#)
- [Flyaway](#)

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